Route 29-Rio Road Intersection and Immediate Area Placemaking Study Final Report

Draft #2: September 4, 2015
“Location decisions today start—and end—with, ‘do they have the people we want?’”

Site selection consultant
“The pipeline of workers is the ultimate driving force of all relocation decisions today.”

Site selection consultant
“Companies expanding or relocating know that 85 percent or more of their workers will come from the population already in place.”

Site selection consultant
The Evolving Economic Development Model

Old Model

Recruit Employers

People Come

Create a Great Place

Community Grows
The Evolving Economic Development Model

Old Model

Recruit Employers

People Come

Create a Great Place

Community Grows

Evolving Model

Create a Great Place

People Come

Employers Follow

Community Grows
Placemaking is a multi-faceted approach to the planning, design, and management of public spaces. Placemaking capitalizes on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

80% of All Public Space Is Made up of Roads

Source: multiple sources, studies, and references
How Can the Route 29 Solutions work support placemaking?
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Research Project Goal and Process
Project Goal

Provide placemaking naming recommendations for the Route 29-Rio Road intersection and the immediate surrounding area.
Research Initiative Process

1. SIR conducts quantitative survey  
   (Survey includes a few questions on naming)  
   Winter 2015

2. SIR conducts qualitative focus groups  
   Summer 2015

3. SIR taps into online panel to finalize recommendations  
   Summer 2015

4. Present draft report  
   September 3, 2015

VDOT and the Route 29 PDAP share SIR’s final report with Albemarle County for their consideration in the county’s small area planning process for the Route 29-Rio Road area.
Research Initiative Process

1. SIR conducts quantitative survey (Survey includes a few questions on naming) Winter 2015
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4. Present draft report September 3, 2015

VDOT and the Route 29 PDAP share SIR’s final report with Albemarle County for their consideration in the county’s small area planning process for the Route 29-Rio Road area.
Quantitative Research Objectives

1. Assess the level of awareness of and familiarity with Route 29 Solutions project details.

2. Gain initial feedback on the optimal naming considerations for the Route 29-Rio Road intersection and the immediate area.
• SIR conducted an 8-minute telephone survey of Route 29 travelers. A mix of cell phone and landline interviews were conducted.

• This survey was fielded from March 3, 2013, to March 10, 2015.

• A total of 400 surveys were completed.
Research Initiative Process

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VDOT and the Route 29 PDAP share SIR’s final report with Albemarle County for their consideration in the county’s small area planning process for the Route 29-Rio Road area.
Qualitative Focus Groups
Research Objectives

• Understand how businesses and other stakeholders appreciate and support an official naming of the Route 29-Rio Road intersection to help build a greater sense of place for the immediate area.

• Identify the most promising names and related rationale for the Route 29-Rio Road intersection and its four parts.
Qualitative Focus Groups
Research Methodology

• Discussion group participants were recruited from a list provided by the Charlottesville Regional Chamber of Commerce. Participants had to work or live in the general Route 29-Rio Road intersection area.

• SIR conducted nine separate groups (40 participants).

• All participants were given a $50 gift card as a thank you for their time and input.
Locations of Participants in Qualitative Focus Groups
Research Initiative Process

1. SIR conducts quantitative survey (Survey includes a few questions on naming) Winter 2015
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3. SIR taps into online panel to finalize recommendations Summer 2015
4. Present draft report September 3, 2015

VDOT and the Route 29 PDAP share SIR’s final report with Albemarle County for their consideration in the county’s small area planning process for the Route 29-Rio Road area.
The overarching objective of the panel is to obtain additional feedback on key outstanding issues:

• Identify how respondents define the area in a geographical sense.

• Identify the top-ranked naming options for the area and understand why these names are preferred.

• Obtain input on the naming scheme and descriptions of the four parts of the intersection.
Online Panel
Research Methodology

- Follow-up questions were sent to:
  - Participants in the qualitative focus groups.
  - Prospects for the focus groups who couldn’t participate.
- Responses were collected from August 14-21, 2015.
- Respondents were incentivized with a $10 Starbucks electronic gift card.
- A total of 16 people completed the questionnaire.
Overview of 10 Major Findings
Participants see the value in having a place-oriented identity.
Research participants were asked to brainstorm what attributes make up a geographic area or location that has its own personality or branded name.

Study participants came up with the following attributes that make a “place.”

- Variety of things to do
- Types of people going there
- Memorable
- Recognizable
- Is a true destination
- Self-sustaining
- Growing
- Has a critical population mass
- Is a destination
- Has a recognizable landmark or two
Perceived Benefits of a Defined Place-Oriented Identity

Study participants were asked to identify any perceived benefits for areas that have a defined sense of place. The participants identified several benefits.

- Helps make a place easier to appreciate—*what it’s all about*.
- Helps attract more attention, support, and growth.
- Positions the place as more of a destination.
- Makes it easier for businesses to market their service—*“We’re located at ____.”*
- Helps tourists find the location since locals know where to send them.
“Naming creates that sense of place and really defines it.”

Focus group participant
Study participants easily came up with criteria needed for place naming.
Criteria for Naming an Area

Participants were asked to brainstorm a possible list of criteria that could help guide the creation of a name for a region or geographic area that might not have a set or established name today. Their answers fell into five broad areas of consideration.

1. Based on something related to the area.
   - Includes something that is visually unique to the area—a major landmark.
   - Meaningful and significant to local area—for example, Pantops Mountain.

2. Leverage local historic equity.
   - Ties into any significant historical events in the region or broader market.
Criteria for Naming an Area

Participants’ naming criteria (continued from previous page).

Note: This list was used by participants later in the discussion to “assess” the potential names they came up with for the Route 29-Rio Road intersection and area.

3. Simple and memorable.
   • Easy to remember.
   • Easy to read or text.
   • Short.
   • Positive, upbeat.
   • Catchy.
   • Unique.

4. Timeless.
   • A name that is not tied to a retailer or some other asset that may not be there in twenty years.

5. Marketable.
   • Has the potential for mass appeal.
   • Something that evokes the idea of a geographic location.
   • A word that’s trustworthy, that is, not controversial.
Most of the respondents say they are familiar with the Route 29-Rio Road intersection.
86% of Respondents Are Familiar with the Route 29-Rio Road Intersection and Immediate Area

Q12. How familiar would you say you are with the Route 29 and Rio Road intersection and the immediate area around this intersection?
Most Respondents Believe That the “Route 29-Rio Road Area” Encompasses a Larger Area than Just the Intersection.

Q1. When you think about the Rio Road and Route 29 intersection and the immediate area that defines this place, what does that encompass?
The Route 29-Rio Road intersection and surrounding area have many defining features, but not one dominant feature that people can recall for the general area.
Defining Features and Visual Iconography in the Route 29–Rio Road Area

Participants were asked to brainstorm a list of the defining features and iconography in Route 29–Rio Road area. The complete list of answers is presented here.

- Fashion Square Mall
- Rio Road itself
- Albemarle Square
- Reservoir
- Rio Hill Shopping Center
- Barracks Shopping Center
- General shopping area and retail
- Greenbrier
- Toys ‘R’ Us
- Library
- SunTrust (clock)
- The Mall
- Stonefield Shoppes
- UVA shopping center
- Hollymead Town Center
- Colonial Auto
- Hardee’s
- Wood Grill
- Albemarle High School
- Fresh Market
- Lowe’s
- Daily Progress
- Putt-Putt Golf
- ACAC
Several “names” are commonly used for the Route 29–Rio Road intersection. By far, “Rio” is included in most naming conventions.
Unaided Names for the Rio Road Intersection
Most Respondents Identify the Route 29-Rio Road Intersection as “Rio Road Area,” “Albemarle Square,” or “Fashion Square”

Q14. Which of the following names have you used or heard to refer to the general geographic area of the Route 29 and Rio Road intersection?
The Complete List of Names That Study Participants Have Used or Heard Being Used for the Route 29–Rio Road Area Included:

- Rio
- Main Highway
- 29
- Rio 29
- Fashion Square Mall
- Albemarle Square
- Uptown
- Midtown
- 29 North
- Rio Road Intersection
- Rio Road Mall
- 29 Rio
- Rio Strip Mall

Note the number of mentions that included “Rio”
There is consensus on the leading potential names for the Route 29-Rio Road intersection and immediate area: Rio Crossing(s), Rio Crossroad(s), and Rio Square. All three hold promise.
### Possible Names for Route 29–Rio Road Intersection and Immediate Area

<table>
<thead>
<tr>
<th>Possible Name</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio Crossing(s)*</td>
<td>44</td>
</tr>
<tr>
<td>Rio Square*</td>
<td>30</td>
</tr>
<tr>
<td>Rio Crossroad(s)</td>
<td>25</td>
</tr>
<tr>
<td>Rio Place (Rio 29 Place)</td>
<td>20</td>
</tr>
<tr>
<td>The Square*</td>
<td>18</td>
</tr>
<tr>
<td>Midtown or Midtown Charlottesville</td>
<td>13</td>
</tr>
<tr>
<td>Rio</td>
<td>7</td>
</tr>
<tr>
<td>29 Corridor</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Possible Name</th>
<th>Total Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio City</td>
<td>7</td>
</tr>
<tr>
<td>Rio Corners</td>
<td>6</td>
</tr>
<tr>
<td>Rio 29*</td>
<td>5</td>
</tr>
<tr>
<td>Rio Grid*</td>
<td>5</td>
</tr>
<tr>
<td>Rio Intersection</td>
<td>5</td>
</tr>
<tr>
<td>Rio District (and Business District)</td>
<td>5</td>
</tr>
<tr>
<td>Northpoint</td>
<td>3</td>
</tr>
</tbody>
</table>

* Without the aid of a list, most of the groups came up with these names.
Route 29-Rio Road Intersection Possible Names

*Additional names that came up when brainstorming potential name possibilities—but these received two votes or less.*

- Rio Ridge
- Rio Retail
- 29 Rio Bypass
- Rio Interchange* (Rio 29)
- 29
- Rio Road Area
- Rio Exchange
- Community Square
- Southriver
- Albemarle Hub
- Mall Place
- The Lasso
- North Crossing or Uptown Crossing
- The Spot
- Rio Circle
- The Corridor
- Civil War square
- Rio North
- 29 Corridor
- Rio 29 District
- Albemarle Midtown
- Rio Interchange
- Riverside
- Four Square
- Rivanna Place
- Four Corners
- Rio Center

*Without the aid of a list, most of the groups came up with these names.*
Panel participants chose “Rio Crossroads” and “Rio Crossing” as the leading names for the intersection and area.
Nearly 70% of Respondents Find the Name “Rio Crossroads” Appealing

Q2. The following is a list of possible names for the Route 29-Rio Road intersection and immediate area. Please rate how appealing each name is. Please use a scale from 1 to 5, where 1 means “not at all appealing” and 5 means “very appealing.”

n = 16
When Asked to Rank Their Top Three Name Choices, Approximately One-Third Selected “Rio Crossing” as Their First Choice.

- **Rio Crossing**: 31%
- **Rio Crossroads**: 25%
- **Rio Crossings**: 25%
- **Rio**: 19%

Percentages represent the proportion of respondents who selected each name as their first choice.

Q3. What are your top three possible names for the Route 29-Rio Road intersection and immediate area?
“Why do you prefer this name?”

**Rio Crossing**
“*The intersection is actually a crossing where Rio Road crosses over Route 29.*”

**Rio Crossroads**
“There are two roads that intersect here at a major intersection, and [it’s] similar to a place east of Charlottesville called Zion Crossroads.”

**Rio Crossings**
“Rio is the main thoroughfare crossing 29 N/S, there will be more than one road crossing Rio, and several businesses have Rio in their name.”

**Rio**
“I prefer it to be called Rio because this is what I already consider the area to be called.”
Adding an “S” at the End of “Rio Crossroad” Has an Impact on Name Preference for Almost Two-Thirds of Respondents

Q6. When considering the names “Rio Crossroad” versus “Rio Crossroads,” how does the addition of the “s” at the end of “Crossroad” impact your preference for the name?

- The “s” at the end has a big impact on my preference for the name (50%)
- The “s” at the end has no impact on my preference for the name (31%)

n = 16
Q5. When considering the names “Rio Crossing” versus “Rio Crossings,” how does the addition of the “s” at the end of “Crossing” impact your preference for the name?
“Why does the “s” at the end make a difference in how you feel about the name?”

“It depends. It’s a crossroads, but it’s a crossing in my head.”

“Crossing” is preferred (without “s”)

“Because we are not some huge metropolitan area with multiple crossings. It’s really just one big crossing.”

“There is just one main crossing, not multiple crossings.”

“Crossroads” is preferred (with “s”)

“Within the target area there are several crossroads other than 29—Berkmar and Woodbrook being key intersections.”

“When I say Rio Crossroads I would automatically add the "s" if it were just Rio Crossroad.”
Respondents identify the four quadrants of the Route 29-Rio Road intersection as “corners.”
Most Respondents Who Are Familiar with the Route 29-Rio Road Intersection Identify the Four Quadrants as “Corners”

- **Corners**: 53%
- **Centers**: 8%
- **Squares**: 7%
- **Districts**: 2%
- **Something else**: 16%
- **Don't know/not sure**: 14%

Q15. Now, think of the four immediate geographic corners that make up the Route 29 and Rio Road intersection: northwest, southwest, northeast, and southeast. Do you think of these four locations as:
Based on an Aided List, “Corner” Was the Top Name for the Parts of the Route 29-Rio Road Intersection

Study participants were given a list of terms that could be used in naming each part of the intersection.

The most appealing name was “corner,” followed by “quadrant” (or quad) and “square.”

Two participants felt that the “corner” name brings up Tysons Corner.
There is a challenge, however, in finding unique corner-related names for two of the four corners. Most study participants feel the most practical solution is to also use a traditional geographic orientation (NE, NW, SE, SW) for each corner.
Defining Features and Visual Iconography in Each Corner of the Route 29-Rio Road Intersection

Participants were asked to brainstorm a list of the defining features and iconography in each corner of the Route 29-Rio Road intersection. The complete list of answers is presented here.

**Major Unaided Identifiable Features:**

- Northeast corner: Albemarle Square
- Southeast corner: Fashion Square
- Northwest corner: ?
- Southwest corner: ?

Most participants had a hard time identifying well-known features or icons for the northwest and southwest corners.

So what’s the option?
“If you don’t know where you are going, naming the parts by geographical area is better description-wise.”

Focus group participant
Geographic Orientation as Part of the Corner-Related Name

• Most participants said this geographic orientation (NE, SE, etc.) makes practical sense:
  - Rio Northeast Corner
  - Rio Southeast Corner
  - Rio Northwest Corner
  - Rio Southwest Corner

• One reason cited is that this naming convention already existed in the area (i.e., Barracks East, Barracks West).

• Many participants also believe the geographic naming convention will also help people who are new to the area or who are just visiting the area.
Participants feel they also need **more information** to know what’s ahead, such as what businesses and attractions are located in each geographic corner.
More than a Geographic Orientation Would Be Helpful

• While the majority of participants prefer the geographic orientation (NE, NW, SE, SW), an insight came from some people who said that while they understand this idea, they just don’t have a “compass” or a “geographic orientation” in their own head—they can’t intuitively think or point to each direction, even when driving on Route 29.

• Participants simply need more information to know what’s ahead, such as which businesses and attractions are located in each geographic part.
Study participants suggested roadside sign-related narrative, e.g., “to Rio Road East and Downtown Charlottesville.”

Most respondents still have a hard time defining the northwest and southwest corners of the Route 29-Rio Road intersection.
Respondents Were Provided a Description of the Naming Scheme for the Four Corners

“In addition to naming the Route 29-Rio Road intersection and immediate area, there is also consideration for naming the four corners created by the intersection. These corners will be named based on their geographic location, for example, the ‘Northeast Corner.’ If they are named, signage on Route 29 for the Rio Road exits will reference the corners by these names, along with public landmarks or well-known destinations adjacent to each corner.”
Panel Participants Were Asked to Improve on These Descriptions:

- Rio Northeast
  to Rio Road East and Downtown Charlottesville

- Rio Southeast
  to Rio Road East and Downtown Charlottesville

- Rio Northwest
  to Rio Road West and Rio Hill

- Rio Southwest
  to Rio Road West and Northside Library
### Q10.
The northeast and southeast corners are highlighted in the image below. A possible description to be used in the signage identifying these corners on Route 29 is “to Rio Road East and Downtown Charlottesville.” How would you improve this description, if at all?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wouldn’t change it</td>
<td>44%</td>
</tr>
<tr>
<td>Add “Rio” to the corner name (e.g. “Rio Northeast”)</td>
<td>19%</td>
</tr>
<tr>
<td>Call it a “quarter” instead of a “corner”</td>
<td>6%</td>
</tr>
<tr>
<td>I would change it but I don’t have a suggestion</td>
<td>6%</td>
</tr>
<tr>
<td>Naming the corners isn’t necessary</td>
<td>25%</td>
</tr>
</tbody>
</table>

n = 16
Four out of Ten Respondents Did Not Have a Suggestion for the Northwest and Southwest Corner Descriptions

I don’t have a suggestion 38%
I would insert "Hydraulic (Road)" 19%
I would insert "Earlysville (Road)" 13%
Naming the corners isn’t necessary 13%
I would insert "Northside Library" 6%
I would insert "Albemarle High School" 6%
I would insert "Interchange" 6%

Q11. The northwest and southwest corners are highlighted in the image below. A possible description to be used in the signage identifying these corners on Route 29 is “to Rio Road West and ____.” What nearby public landmark or well-known destination would you insert to complete this description?
After participating in the focus group experience, all of the study participants believed this overall naming and placemaking initiative was important to pursue.
“This is necessary for this place; creates status and a draw.”

Focus group participant
“We need something to keep small businesses in this area.”

Focus group participant
“This would be great for marketing purposes.”

Focus group participant
“This initiative is a good idea to bring our community together.”

Focus group participant
SIR’s Final Naming Recommendations
SIR Recommendations

1

Name the intersection and immediate area “Rio.” Just “Rio.”
“Rio” Meets the Criteria for Naming an Area

1. Based on something related to the area.
   • Includes something that is visually unique to the area—a major landmark.
   • Meaningful and significant to local area; for example, Pantops Mountain.

“Rio” is a term that almost 7 in 10 people call the area today.
Almost 9 in 10 are familiar (top two box score) with the Route 29-Rio Road intersection.
86% of Respondents Are Familiar with the Route 29-Rio Road Intersection and Immediate Area

Q12. How familiar would you say you are with the Route 29 and Rio Road intersection and the immediate area around this intersection?
Unaided Names for the Rio Road Intersection
Most Respondents Identify the Route 29-Rio Road Intersection as “Rio Road Area,” “Albemarle Square,” or “Fashion Square”

Q14. Which of the following names have you used or heard to refer to the general geographic area of the Route 29 and Rio Road intersection?
“People looking for directions specify ‘Rio’ because 29 is so long. ... If they say ‘Rio,’ you know where on 29.”

Focus group participant
“This area is Rio. It’s big. You would think the whole area would be Rio with its own zip code.”

Focus group participant
“Rio” Meets the Criteria for Naming an Area

Continued

2. Leverages local historic equity.
   • Ties into any significant historical events in the region or broader market.

3. Timeless.
   • A name that is not tied to a retailer or some other asset that may not be there in twenty years.

A number of theories circulate about the origin of the name “Rio,” including the nineteenth-century mill village, Rio Mills, and the No. 10 railroad stop (written as “R.10,” which eventually transformed into today’s “Rio”).
“I am partial to ‘Rio’ because I have lived here for a long time – ‘Rio’ has some heritage to it ... the name ‘Rio’ is authentic.”

Focus group participant
“Rio” Meets the Criteria for Naming an Area

Continued

4. Simple and memorable.
   - Easy to remember.
   - Easy to read or text.
   - Short.
   - Positive, upbeat.
   - Catchy.
   - Unique.

“Rio” is unique and catchy, so it’s easy to remember. Also, the name is only three letters, so it’s easy to text and share.
“Rio” Meets the Criteria for Naming an Area

5. Marketable.
   • Has the potential for mass appeal.
   • Something that evokes the idea of a geographic location.
   • A word that’s trustworthy, that is, not controversial.

Using “Rio Crossroads” or “Crossing” is very predictable and is made up of too much text to leverage it in creative way.

“Rio” lends itself to creative marketing executions (see next page).
The “Rio” Name Lends Itself to Creative Marketing Efforts

Example #1

“It’s Ri-o, not Ree-o.”

In the focus groups we learned that longer-term residents call the area Ri-o, while newcomers and tourists call it Ree-o. We can use this honest confusion to our advantage in marketing:

You can call it Ree-o or Rio. We call it THE one place that offers hundreds of reasonably priced restaurants and retailers.
The “Rio” Name Lends Itself to Creative Marketing Efforts

Example #2

“Rio de Ville.”

The Rio area is literally a retail village—THE one place in Charlottesville that offers hundreds of reasonably priced restaurants and retailers. The short name for village is “ville.”

People know the famous Rio de Janeiro.

So why not name this unique area of C-ville: Rio de Ville?
From a Marketing Perspective, More than Likely the Route 29-Rio Road Area Will End Up Being Called Just “Rio.”
Name the four intersection parts “corners” and include their respective geographic orientation.

- Rio Northeast Corner
- Rio Southeast Corner
- Rio Northwest Corner
- Rio Southwest Corner
Include “descriptor terms” on roadway signs to help direct people.

- **Rio Northeast**
  - to **Rio Road East and Downtown Charlottesville**

- **Rio Southeast**
  - to **Rio Road East and Downtown Charlottesville**

- **Rio Northwest**
  - to **Rio Road West and Rio Hill**

- **Rio Southwest**
  - to **Rio Road West, Earlysville, Hydraulic Drive, and Northside Library**

The exact descriptions can be further adjusted.
Thank You